



Print Date 10/30/12 Page 1 of 2

Order Sep 00:15:00

Estimate #

State House District 114

Alt Order #

Agency Com 15%

Billing Type	Cash
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Billing Contact

Order Type	GENERAL
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Agency **Mandrake Media Company**

**1400 Village Square Blvd.
Suite 3-251
Tallahassee, FL 32312**

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Buying Contact

Sales Office MIA

Demographic A25-54

Rev Codes AGY POL CAND

**1400 Village Square Blvd.
Suite 3-251
Tallahassee, FL 32312**

Sales Region LOC

Product Codes PL-Candidate

Agency Ref

Priority P-2

Advertiser Ref

Primary Account Executive
Local House

Account Executive	Order%	Start Date	End Date
Local House	100%		

Order Share 100% Market Value 2200

Competing Station	% of Order	Amount
WBFS	%	0
WBZL	%	0
WFOR	%	0
WPXM	%	0
WSVN	%	0
WTVJ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	9	\$1,445.00	\$1,700.00	0.00	10/01/12	10/14/12	6	\$510.00	\$600.00
November 2012	1	\$425.00	\$500.00	0.00	10/15/12	10/28/12	3	\$935.00	\$1,100.00
Totals	10	\$1,870.00	\$2,200.00	0.00	10/29/12	11/04/12	1	\$425.00	\$500.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WPLG	10/07/12	10/14/12	TWISF/Michael Putney CM		1130a-1230p	-----S	:30	3	\$100.00	LUR	0.00	NM	6	\$600.00
This Week in South Florid															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
	Week:	10/01/12	10/07/12	-----S		3		\$100.00	0.00						
	Week:	10/08/12	10/14/12	-----S		3		\$100.00	0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
3	WPLG	10/08/12-10/14/12	TWISF/Michael Putney			1130a-1230p	-----Su	:30		(\$100.00)	0.00	NM			
See MG 1.7															
4	WPLG	10/08/12-10/14/12	TWISF/Michael Putney			1130a-1230p	-----Su	:30		(\$100.00)	0.00	NM			
See MG 1.9															
6	WPLG	10/08/12-10/14/12	TWISF/Michael Putney			1130a-1230p	-----Su	:30		(\$100.00)	0.00	NM			
See MG 1.8															
7	WPLG	10/14/12-10/14/12	TWISF/Michael Putney			1130a-1230p	-----Su	:30		\$100.00	0.00	NM			
Ⓜ MG for 1.3 10/14															
8	WPLG	10/14/12-10/14/12	TWISF/Michael Putney			1130a-1230p	-----Su	:30		\$100.00	0.00	NM			
Ⓜ MG for 1.6 10/14															



Hiatus Dates

Order Sep 00:15:00

Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WPLG	10/07/12	10/14/12	TWISF/Michael Putney CM This Week in South Florid		1130a-1230p	-----S	:30	3	\$100.00	LUR	0.00	NM	6	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/08/12	10/14/12	-----S		3			\$100.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
9	WPLG	10/14/12-10/14/12		TWISF/Michael Putney		1130a-1230p	-----Su	:30		\$100.00		0.00	NM		
	Ⓜ MG for 1.4 10/14														
N 2	WPLG	10/21/12	10/21/12	TWISF/Michael Putney CM This Week in South Florid		1130a-1230p	-----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/15/12	10/21/12	-----S		1			\$500.00		0.00				
N 3	WPLG	10/22/12	10/28/12	TWISF/Michael Putney CM This Week in South Florid		1130a-1230p	-----S	:30	1	\$100.00	LUR	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	-----S		1			\$100.00		0.00				
N 4	WPLG	10/28/12	11/04/12	TWISF/Michael Putney CM This Week in South Florid		1130a-1230p	-----S	:30	1	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	-----S		1			\$500.00		0.00				
	Week:	10/29/12	11/04/12	-----S		1			\$500.00		0.00				
Totals														10	\$2,200.00